From: Carley Platt
To: Collura Yesenia
Subject: Re: Follow up
Date: Sunday, May 7, 2017 11:57:56 AM

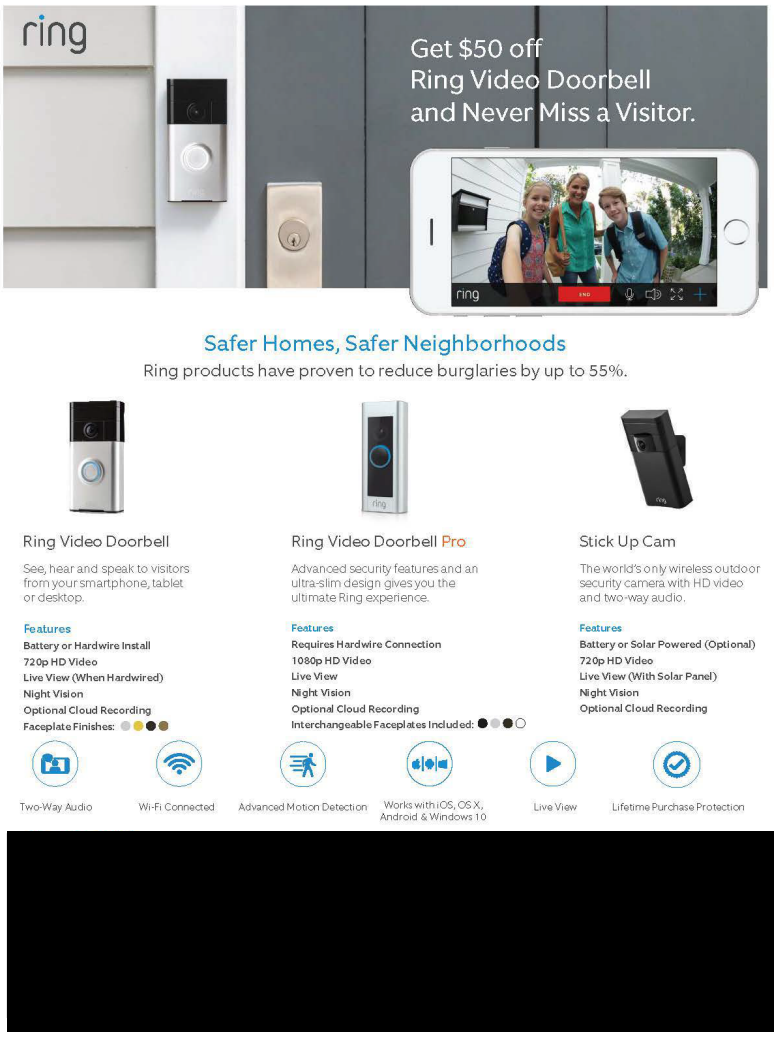
Hi Yesenia,

I hope you're having a great weekend! I wanted to reach out and see how the community has been responding to the $50 discount. It has been used once so far! I wanted to remind you that that discount will be expiring at 11:59 tonight! Please feel free to send out a reminder post to your [redacted], I would want any of your neighbors to miss out!

Thanks!

On Fri, May 5, 2017 at 12:57 PM, Carley Platt <carley@ring.com> wrote:

Yes, here it is!



[redacted]

On Fri, May 5, 2017 at 12:14 PM, Collura Yesenia <ycollura@village-npb.org> wrote:

Do you have a photo flyer or anything for social media I should post with it?

Detective Yesenia Collura
North Palm Beach Police Department
561-841-3302
Ycollura@village-NPB.org<mailto:Ycollura@village-NPB.org>

On May 5, 2017, at 11:39, Carley Platt <carley@ring.com<mailto:carley@ring.com>> wrote:

Good Morning Yesenia,

Your Rapid Response discount is good to go! You can put out a post like this:

"I spoke with an Account Manager at Ring Video Doorbell today and due to the recent car burglaries that occurred in our neighborhood she is willing to give us an excellent deal on their three main devices. For the next 48 hours, she is willing to give us a $50 discount on the Ring Video Doorbell, Ring Video Doorbell Pro and Stick Up Camera. Ring's main goal is to reduce crime in neighborhoods and this is a great way for us to capture and share videos, keeping us all aware!

Use the promotion code [redacted] to receive $50 off of the Video Doorbell, Video Doorbell Pro, and Stick Up Cam! This discount will expire on Sunday at 11:59 pm so let's all take advantage and make our community safer!"

Let me know if you have any questions!

[https://insidesalesemail.com/rmo.aspx/7896.162.6317234]

On Tue, May 2, 2017 at 4:32 PM, Collura Yesenia <ycollura@village-npb.org<mailto:ycollura@village-npb.org>> wrote:
Great, thank you

Detective Yesenia Collura
North Palm Beach Police Department
561-841-3302
Ycollura@village-NPB.org<mailto:Ycollura@village-NPB.org><mailto:Ycollura@village-NPB.org<mailto:Ycollura@village-NPB.org>>

On May 2, 2017, at 19:14, Carley Platt <carley@ring.com<mailto:carley@ring.com><mailto:carley@ring.com<mailto:carley@ring.com>>> wrote:

Will the zip code [redacted] encompass your entire [redacted]?

[https://insidesalesemail.com/rmo.aspx/7896.162.6252794]

On Tue, May 2, 2017 at 4:11 PM, Carley Platt <carley@ring.com<mailto:carley@ring.com><mailto:carley@ring.com<mailto:carley@ring.com>>> wrote:
Yesenia,

Great, I will send you an email Friday morning as soon as the code is created!

[https://insidesalesemail.com/rmo.aspx/7896.162.6252778]

On Tue, May 2, 2017 at 3:59 PM, Collura Yesenia <ycollura@village-npb.org<mailto:ycollura@village-npb.org><mailto:ycollura@village-npb.org<mailto:ycollura@village-npb.org>>> wrote:
That's perfect, I'll post it Friday first thing.

Detective Yesenia Collura
North Palm Beach Police Department
561-841-3302
Ycollura@village-NPB.org<mailto:Ycollura@village-NPB.org><mailto:Ycollura@village-NPB.org<mailto:Ycollura@village-NPB.org>><mailto:Ycollura@village-NPB.org<mailto:Ycollura@village-NPB.org><mailto:Ycollura@village-NPB.org<mailto:Ycollura@village-NPB.org>>>

On May 2, 2017, at 18:52, Carley Platt <carley@ring.com<mailto:carley@ring.com><mailto:carley@ring.com<mailto:carley@ring.com>><mailto:carley@ring.com<mailto:carley@ring.com><mailto:carley@ring.com<mailto:carley@ring.com>>>> wrote:

Yesenia,

I think that we should trying our Rapid Response Program! The Rapid Response program is the best option to get Rings into your community quickly! Our "Rapid Response" discount is intended for communities that have recently had issues with residential crime, whether it be a package theft or a car burglary like you experienced. Our main goal here at Ring is to reduce crime in neighborhoods and bring peace of mind! This discount would be limited to your community, so I would need you to send over the zip codes that make up your neighborhood!

I can create a $50 discount that will be valid for 48 hours. You can write something on Facebook like this:

"I spoke with an Account Manager at Ring Video Doorbell today and due to the recent car burglary that occurred in our neighborhood she is willing to give us an excellent deal on their three main devices. For the next 48 hours, she is willing to give us a $50 discount on the Ring Video Doorbell, Ring Video Doorbell Pro and Stick Up Camera. Ring's main goal is to reduce crime in neighborhoods and this is a great way for us to capture and share videos, keeping us all aware!

Use the promotion code (we will create a promotion code) to receive $50 off of the Video Doorbell, Video Doorbell Pro, and Stick Up Cam! This discount will expire on "" at 11:59 pm so let's all take advantage and make our community safer!"

We can run the discount through your [redacted] meeting, so maybe Friday (4/5) through Sunday (4/7)?

Let me know what you think!

[https://insidesalesemail.com/rmo.aspx/7896.162.6252650]

On Tue, May 2, 2017 at 3:44 PM, Collura Yesenia <ycollura@village-npb.org<mailto:ycollura@village-npb.org><mailto:ycollura@village-npb.org<mailto:ycollura@village-npb.org>><mailto:ycollura@village-npb.org<mailto:ycollura@village-npb.org><mailto:ycollura@village-npb.org<mailto:ycollura@village-npb.org>>>> wrote:
Yes, we do have a Facebook page.

Detective Yesenia Collura
North Palm Beach Police Department
561-841-3302
Ycollura@village-NPB.org<mailto:Ycollura@village-NPB.org><mailto:Ycollura@village-NPB.org<mailto:Ycollura@village-NPB.org>><mailto:Ycollura@village-NPB.org<mailto:Ycollura@village-NPB.org><mailto:Ycollura@village-NPB.org<mailto:Ycollura@village-NPB.org>>>><mailto:Ycollura@village-NPB.org<mailto:Ycollura@village-NPB.org><mailto:Ycollura@village-NPB.org<mailto:Ycollura@village-NPB.org>><mailto:Ycollura@village-NPB.org<mailto:Ycollura@village-NPB.org><mailto:Ycollura@village-NPB.org<mailto:Ycollura@village-NPB.org>>>>

On May 2, 2017, at 18:41, Carley Platt <carley@ring.com<mailto:carley@ring.com><mailto:carley@ring.com<mailto:carley@ring.com><mailto:carley@ring.com<mailto:carley@ring.com><mailto:carley@ring.com<mailto:carley@ring.com>>><mailto:carley@ring.com<mailto:carley@ring.com><mailto:carley@ring.com<mailto:carley@ring.com><mailto:carley@ring.com<mailto:carley@ring.com>>>>> wrote:

Yesenia,

I am so happy to hear how much you love it! I think Ring will definitely be able to bring some added peace of mind to you and your neighbors after those car break ins! Does your [redacted] have an email list or facebook group you use between meetings?

[https://insidesalesemail.com/rmo.aspx/7896.162.6252572]

On Tue, May 2, 2017 at 3:37 PM, Collura Yesenia <ycollura@village-npb.org<mailto:ycollura@village-npb.org><mailto:ycollura@village-npb.org<mailto:ycollura@village-npb.org><mailto:ycollura@village-npb.org<mailto:ycollura@village-npb.org><mailto:ycollura@village-npb.org<mailto:ycollura@village-npb.org>>><mailto:ycollura@village-npb.org<mailto:ycollura@village-npb.org><mailto:ycollura@village-npb.org<mailto:ycollura@village-npb.org>><mailto:ycollura@village-npb.org<mailto:ycollura@village-npb.org><mailto:ycollura@village-npb.

org<mailto:ycollura@village-npb.org>>>>>> wrote:
Hi! I love it!! We actually have an [redacted] meeting Friday I will be handing out the cards to as we just got hit again with a rash of auto burglaries. I am definitely going to invest in the other camera you offer as well.

Thank you so much!

Detective Yesenia Collura
North Palm Beach Police Department
561-841-3302
Ycollura@village-NPB.org<mailto:Ycollura@village-NPB.org><mailto:Ycollura@village-NPB.org<mailto:Ycollura@village-NPB.org>><mailto:Ycollura@village-NPB.org<mailto:Ycollura@village-NPB.org><mailto:Ycollura@village-NPB.org>>>><mailto:Ycollura@village-NPB.org<mailto:Ycollura@village-NPB.org><mailto:Ycollura@village-NPB.org<mailto:Ycollura@village-NPB.org>><mailto:Ycollura@village-NPB.org<mailto:Ycollura@village-NPB.org><mailto:Ycollura@village-NPB.org<mailto:Ycollura@village-NPB.org>>>>><mailto:Ycollura@village-NPB.org<mailto:Ycollura@village-NPB.org><mailto:Ycollura@village-NPB.org<mailto:Ycollura@village-NPB.org>><mailto:Ycollura@village-NPB.org<mailto:Ycollura@village-NPB.org><mailto:Ycollura@village-NPB.org<mailto:Ycollura@village-NPB.org>>>><mailto:Ycollura@village-NPB.org<mailto:Ycollura@village-NPB.org><mailto:Ycollura@village-NPB.org<mailto:Ycollura@village-NPB.org><mailto:Ycollura@village-NPB.org<mailto:Ycollura@village-NPB.org>>>>>

On May 1, 2017, at 16:56, Carley Platt <carley@ring.com<mailto:carley@ring.com><mailto:carley@ring.com<mailto:carley@ring.com><mailto:carley@ring.com<mailto:carley@ring.com><mailto:carley@ring.com<mailto:carley@ring.com>>><mailto:carley@ring.com<mailto:carley@ring.com><mailto:carley@ring.com<mailto:carley@ring.com><mailto:carley@ring.com<mailto:carley@ring.com>>>><mailto:carley@ring.com<mailto:carley@ring.com><mailto:carley@ring.com<mailto:carley@ring.com><mailto:carley@ring.com<mailto:carley@ring.com>>>><mailto:carley@ring.com<mailto:carley@ring.com><mailto:carley@ring.com<mailto:carley@ring.com><mailto:carley@ring.com<mailto:carley@ring.com>>>>><mailto:carley@ring.com<mailto:carley@ring.com><mailto:carley@ring.com<mailto:carley@ring.com><mailto:carley@ring.com<mailto:carley@ring.com>>><mailto:carley@ring.com<mailto:carley@ring.com><mailto:carley@ring.com<mailto:carley@ring.com><mailto:carley@ring.com<mailto:carley@ring.com>><mailto:carley@ring.com<mailto:carley@ring.com><mailto:carley@ring.com<mailto:carley@ring.com>>>>><mailto:carley@ring.com<mailto:carley@ring.com><mailto:carley@ring.com<mailto:carley@ring.com><mailto:carley@ring.com<mailto:carley@ring.com>>>>>> wrote:

Hi Yesenia,

I hope all is well! I wanted to touch base with you and see how everything is going with your Video Doorbell Pro so far!

Best!

[https://insidesalesemail.com/rmo.aspx/7896.162.6233606]

On Thu, Apr 27, 2017 at 6:43 PM, Carley Platt <carley@ring.com<mailto:carley
@ring.com><mailto:carley@ring.com<mailto:carley@ring.com>><m
ailto:carley@ring.com<mailto:carley@ring.com><mailto:carley@
ring.com<mailto:carley@ring.com>>><mailto:carley@ring.com<ma
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carley@ring.com>><mailto:carley@ring.com<mailto:carley@ring.com>
<mailto:carley@ring.com<mailto:carley@ring.com>>>>>> wrote:
You're welcome! Let me know if there is anything else!

Sent from my iPhone

> On Apr 27, 2017, at 4:29 PM, Collura Yesenia <ycollura@village-npb.org<mail
to:ycollura@village-npb.org><mailto:ycollura@village-npb.org<mailto:ycollura@village-
npb.org>><mailto:ycollura@village-npb.org<mailto:ycollura@village-npb.org>
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>
> On Apr 27, 2017, at 17:02, Carley Platt <carley@ring.com<mailto:carley@ring.com>
<mailto:carley@ring.com<mailto:carley@ring.com>><mailto:carley@ring.com<mailto:c
arley@ring.com><mailto:carley@ring.com<mailto:carley@ring.com>>>
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mailto:carley@ring.com><mailto:carley@ring.com<mailto:carley@ring.com>>>>>>>
wrote:
>
> Yesenia,
>
> The promotion code is actually 41npbpd all lowercase. If he/she entered it in caps, it would not go through. Another thing to keep in mind is that it is limited to the West Pal Beach Police Department so they will need to checkout at ring<https://insidesalesemail.com/dl.aspx?cid=7896&7896_rm_id=162.6201631.7&pv_url=http%3a%2f%2fring.com>

using their @village-npb.org<http://village-npb.org><http://village-npb.org>
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> Let me know if that helps!
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> [https://insidesalesemail.com/rmo.aspx/7896.162.6201631]
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>
> On Thu, Apr 27, 2017 at 1:24 PM, Collura Yesenia <ycollura@village-npb.org<mail
to:ycollura@village-npb.org><mailto:ycollura@village-npb.org<mailto:ycollura@village-
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<mailto:ycollura@village-npb.org<mailto:ycollura@village-npb.org>><
mailto:ycollura@village-npb.org<mailto:ycollura@village-npb.org><mailto:ycollura@
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<mailto:ycollura@village-npb.org<mailto:ycollura@village-npb.org><mailto:ycollu
ra@village-npb.org<mailto:ycollura@village-npb.org>><mailto:ycollura@village-
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npb.org<mailto:ycollura@village-npb.org>>>><mailto:ycollura@village-
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npb.org>>><mailto:ycollura@village-npb.org<mailto:ycollura@village-npb.org>
<mailto:ycollura@village-npb.org<mailto:ycollura@village-npb.org>><mailto:yco
llura@village-npb.org<mailto:ycollura@village-npb.org><mailto:ycollura@village-npb.
org<mailto:ycollura@village-npb.org>>>>>>> wrote:
> Hi Carley,
>
> I have someone trying to use the code you gave me but it's not working 41NPBPD
>
> Detective Yesenia Collura
> North Palm Beach Police Department
> 561-841-3302
> Ycollura@village-NPB.org<mailto:Ycollura@village-NPB.org><
mailto:Ycollura@village-NPB.org<mailto:Ycollura@village-NPB.org>>
<mailto:Ycollura@village-NPB.org<mailto:Ycollura@village-NPB.org><mailto:Ycol
lura@village-NPB.org<mailto:Ycollura@village-NPB.org>>><mailto:Ycollura@village-
NPB.org<mailto:Ycollura@village-NPB.org><mailto:Ycollura@village-

NPB.org<mailto:Ycollura@village-NPB.org>><mailto:Ycollura@village-
NPB.org<mailto:Ycollura@village-NPB.org><mailto:Ycollura@village-NPB.
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